



PHILIP MORRIS

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February 4, 1982

Ms. Frances Loccisano
Home Testing Institute
2 Sixth Street
Garden City Park, N.Y. 11040

Dear Frances:

Attached is the banner I'd like to use for the Blue/Yellow Merit Ultra Lights test. Of course, you will have to develop a product banner to accomodate many of the questions. For the product banner, run the data side-by-side, not on separate tables, using the same banner points. Also the Blue column should be first than Yellow, since that is the order I'm planning for the table layout.

Please send me a copy of the table stubs for approval prior to running the study.

Sincerely,

Jeanne Bonhomme

JB:mb

CC: K. Eisen
H. Wolf (HTI)

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